

# *The Plantsman*



WINTER BUDS  
*Viburnum alnifolium*



# *The Plantsman*



WINTER BUDS  
*Viburnum alnifolium*



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At Sibgo Tree Company we offer a wide variety of high quality Christmas Trees. Other tree companies can say that too. But, since we *also* have a retail Christmas Tree business, we know what retailers want. What sets us apart is our understanding of *your* needs. We know what *you* want from a supplier.

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## February.

FEBRUARY 22 *Grand Opening, Griffin Greenhouse & Nursery Supplies' Gray, Maine, location; 207-657-5442.*

FEBRUARY 22-25 *Rhode Island Spring Flower & Garden Show (theme: "The Gardens of Rhode Island"), RI Convention Center, Providence, RI; 401-421-7811.*

FEBRUARY 22-25 *Hartford Flower Show, Hartford Civic Center, Hartford, CT; 860-529-2123.*

FEBRUARY 26 *Lawn Care II Seminar, Sturbridge MA (co-sponsored by MALCP & UMass Extension); information: Karen Connelly at 508-287-0127.*

## March

MARCH 3 *Florel Workshop, Konjoian's Greenhouses, Andover, MA; information: Peter Konjoian at 508-683-0692.*

MARCH 7 *New Hampshire Vegetable Meeting, Concord, NH; Otho Wells at 603-862-3208.*

MARCH 7 *Perennial Plant Conference, Bishop Center, University of Connecticut, Storrs, CT; information: Richard McAvoy at 860-486-0627.*

MARCH 9-17 *New England Flower Show (theme: "Celebration"), Bayside Exposition Center, Boston, MA; 617-536-9280.*

MARCH 13 *New Hampshire Landscape Association Spring Conference, Thompson School, UNH, Durham, NH; 1-800-639-5601.*

MARCH 15-17 *Vermont Flower Show, Sheraton Inn, Burlington, VT; Jane Wilkening at 802-253-2350.*

MARCH 25 *Thompson School of Applied Science Centennial Lecture: Alex Shigo: "Some Good News for the World of Trees," 7:30 pm, Cole Hall, UNH, Durham, NH; information: John Bozak at 603-862-1099.*

MARCH 28-31 *Bangor Garden Show, Bangor Auditorium, Bangor, ME; Dick Stockford at 207-942-0220.*

MARCH 29-30 *26th Annual University of New Hampshire Greenhouse Open*

*House, Plant Biology & Thompson School Greenhouses, UNH, Durham NH; information: Bill Lord at 603-862-3203.*

## April

APRIL 4 *FFA State Convention, location to be announced; information: Dave Howell at 603-862-1760.*

APRIL 11 *Ag in the Classroom Workshop (chicks, composting, propagation), Strafford County Extension, Dover, NH; information: Laurie Bryan at 603-224-1934.*

APRIL 17 *UNH Thompson School Centennial Lecture: Mark Zelonis on "Country Villas and Seaside Resorts: A Glorious Century of New England Public Gardens," Cole Hall, UNH, Durham, NH; information: Chris Robarge at 603-862-1074.*

APRIL 26 *FFA Horticulture Career Development Events, Thompson School, UNH, Durham, NH; information: Dave Howell at 603-862-1760.*

APRIL 26-28 *Fifth Annual New Hampshire Orchid Society Show, Nashua Armory, Daniel Webster Highway, Nashua, NH; information: Joanna Eckstrom at 603-654-5070.*

🌳🌳 TUESDAY, APRIL 30 *NHPGA Twilight Meeting, Chakarian Farm Greenhouses, Derry, NH; information: Ken Gosselin or Bill Chakarian at 603-432-9103.*

## July

JULY 24 *Massachusetts Nursery & Landscape Association Summer Meeting; information: 413-369-4962.*

## August

🌳🌳 THURSDAY, AUGUST 8 *New England Nurserymen's Association/ New Hampshire Plant Growers' Association Joint Summer Meeting, location to be announced; information: Bill Stockman at 603-569-5056.*

## September

🌳🌳 WEDNESDAY, SEPTEMBER 11 *NHPGA Twilight Meeting, Murray Farms Greenhouse, Penacook, NH; information: Dave Murray at 603-753-6781.*

## DEPARTMENTS

<b>FORUM</b>	<b>3</b>
<b>NH NEWS</b>	<b>4</b>
<b>ELSEWHERE IN THE NEWS</b>	<b>6</b>
<b>MEMBER PROFILE</b>	<b>13</b>
Nancy Carlisle Interior Plantings	
<b>BOARD HIGHLIGHTS</b>	<b>17</b>
<b>HOW ABOUT HERBS</b>	<b>23</b>
Tanya Jackson	
<b>DIAGNOSTIC UPDATE</b>	<b>25</b>
Dr. Cheryl Smith	
<b>PPGA</b>	<b>6</b>
<b>FROM THE BOARD</b>	<b>32</b>

## FEATURES

<b>IPM: Look Behind the Buzz Word</b>	<b>9</b>
Dennis Hayward	
<b>Agritourism in New Hampshire</b>	<b>11</b>
Laura Pfister and Robert A Robertson	

<b>Native Shrubs for the Winter Garden</b>	<b>17</b>
Cheryl Lowe and Bill Cullina	

<b>UNH Outdoor Cut Flower Summary</b>	<b>21</b>
Charles H. Williams	

## COLUMNS

<b>Z-notes</b>	<b>5</b>
Jim Zablocki	
<b>The Griffin Guru</b>	<b>7</b>
<b>The Green Spot</b>	<b>17</b>
Mike Cherim	
<b>Pioneer Pointers</b>	<b>32</b>

*The Plantsman* is published in early February, April, June, August, October, and December with copy deadlines being the first of each prior month. While camera-ready ads are preferred, set-up assistance is available at a nominal fee. Free classified advertising is offered as a member service. We will carry a short message (no artwork or logos) for one or two issues of *The Plantsman*.

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For further information, please contact the editor: Robert Parker at the UNH Research Greenhouses, Durham, NH 03824, 603-862-2061; or PO Box 5, Newfields, NH 03856, 603-778-8353.

Cover: Winter buds (*Viburnum alnifolium*), March, 1993. Photograph by Cheryl Lowe.



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## Publication Recommended

(from *The Rhode Island Nurserymen's Newsletter*, December, 1995)

Many people are not aware of a New England regional Cooperative Extension publication serving nursery producers, landscapers, garden center operators, and others interested in ornamental horticulture. Published four times a year, *Yankee Nursery Quarterly* contains articles written by specialists from all New England states; topics have included IPM, new plant materials, marketing, compost use, and loading dock construction.

Subscriptions are \$12.00 a year. Checks should be made out to "Yankee Nursery Quarterly" and sent to: Dr. Mark Brand, Extension Specialist, Nursery Crops, Department of Plant

Science, U-67, the University of Connecticut, 1376 Storrs Road, Storrs, CT 06269-4067.

## Species Not Recommended

(from the *New Hampshire Landscape Association Newsletter*, December, 1995).

A list of plants which will no longer be recommended for landscape use by Massachusetts state agencies has been compiled by the Massachusetts Native Plant Advisory Committee. Woody ornamentals include:

*Acer platanoides* (Norway maple),  
*Berberis thunbergii* (Japanese barberry),  
*Berberis vulgaris* (common barberry),  
*Celastrus orbiculatus* (oriental bittersweet),  
*Elaeagnus umbellata* (autumn olive),  
*Euonymus alatus* (winged euonymus),  
*Ligustrum vulgare* (privet),  
*Lonicera japonica* (Japanese honeysuckle),

*Lonicera maackii* (Amur honeysuckle),  
*Lonicera morrowii* (Morrow honeysuckle),  
*Rhamnus cathartica* (common buckthorn),  
*Rhamnus frangula* (glossy buckthorn),  
*Robinia pseudoacacia* (black locust), and  
*Rosa multiflora* (multiflora rose).

## CLASSIFIED

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wood chip heating system (hot water). Includes stoker, boiler, and all controls. One million btu output. For information, call Dave at Murray Farms Greenhouse at 603-753-6781. (We just bought a larger one.)



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## Thursday, August Eighth: NENA\NHPGA Joint Summer Meeting

The New England Nurserymen's Association (NENA) and the New Hampshire Plant Growers' Association (NHPGA) will hold a joint summer meeting on Thursday, August eighth; several locations in central New Hampshire are being discussed. There will be no auction, but the day will include an expanded trade show, tours, and educational events. Details will given as the day takes on a clearer shape. Right now, it's important to mark calendars and begin looking forward to a lively and expanded mix of people and events. For details, contact Bill Stockman at 603-569-5056.

## NHPGA1996 Twilight Meetings Schedule Announced

The first of the three NHPGA Twilight Meetings scheduled for 1996 will be held at Chakarian Farm Greenhouses on April 30. Highlights of and directions to this relatively new and increasingly important wholesale/retail greenhouse operation in south-central New Hampshire are on this issue's back cover.

The second will be on September 11 at Murray Farms Greenhouse, River Road, Penacook. Highlights include a chip gasification heating system (they load it with wood chips only once a week), trough watering for 1020 trays, a Wadsworth Micro-Step, and a new mum irrigation system. Topics include the use of DIF (the difference between night and day temperatures) and methods of poinsettia production. The meeting begins around 5:30. Details and directions will be in the August/September issue.

A third is still to be announced.

## NHPGA Scholarship Awarded

This year, the New Hampshire Plant Growers Association Scholarship was awarded to Paula Koreceses, a student in the Horticulture curriculum at the Thompson School of Applied Science at UNH in Durham. Married, with two children, and a resident of Weare, Paula returned to school to explore new career options—she wants to open her own business. Although very busy, she finds time to tutor other students—in Woody Ornamentals, Plant Structure & Function, and Soils; She's also a member of the Weare Garden Club, a Girl Scout leader, and a serious archer.

(In other education-related activities, the Board is working to accurately and interestingly tell New Hampshire school children about the Green Industry and its place in the state's agricultural spectrum. Recently, NHPGA sponsored the purchase by Ag in the Classroom of four GrowLab workbooks to be borrowed by any teacher in the state interested in new ideas for plant-related experiments. For information, contact Laurie Bryan at 603-224-1934.)

## New Scholarship Fund

Mrs. Ruth E. Pearson of Hookset, NH, has donated \$15,000 to establish a trust to be used for scholarships for horticultural science students and educational programs for younger persons in the horticultural professions. The Ruth E. and Leon E. Scholarship Fund will primarily provide scholarships to students at the Thompson school at the University of New Hampshire in Durham and the Stockbridge School at the University of Massachusetts in Amherst. The trust can also confer grants for special projects that promote the educational goals of the Trust.

Trustees, appointed by the New Hampshire Landscape Association (NHCLA), include Bob Bickford, John Bryant, Carolyn Meehan, Dana San-

som (chairperson), and Leslie van Berkum. Each year the NHCLA Board will chose a new five-year member.

The first scholarship distribution is planned for the fall of 1996. Recipients must, among other things, have completed two semesters of full-time college level study in horticulture and be under the age of 28. Applications and information are available from Dana Sansom, 180 Norris Road, Pittsfield, NH 03263. The phone number is 603-435-7216.

"The landscape profession is grateful to Mrs. Pearson for her generosity for providing for future generations of landscapers."

## A Retirement Noted

After 29 years of teaching, Dr. Owen M. Rogers has formally retired from the Plant Biology (formerly Plant Science) Department in the College of Life Sciences and Agriculture at UNH in Durham. An ornamentals specialist noted for his work with lilacs, Rogers is well remembered by the many students who took his courses in plant ID, propagation, and Landscaping the Home Grounds.

But he hasn't completely disappeared. Although officially retired, he'll still be here and there, maybe teaching a course or two, but mostly "doing the things I like best."

We wish him the best of luck in his new ventures.

## Legislative Update

The days of January around the time of the NHPGA\NHCLA Winter Meeting were busy ones in Concord as well. Hearings were held on several bills of interest to members.

On January 16, HB 1315 was heard before the Resources, Recreation, and Development Committee. This bill would modify last year's shoreline protection act (which prohibits use of all fertilizer except lime or wood ash on lawns or areas with grass within 250 feet of the high water level) to allow organic, slow-re-



lease, and low-phosphorous fertilizers on any lawns or areas with grass 25 feet beyond the water line. HB 1126, seeking to repeal the entire shoreline protection act, was heard the following day.

Also on the 17th, the Environment and Agriculture Committee held hearings on HB 1399 and HB 1323. HB 1399 prohibits stockpiling of sludge and requires that it be treated prior to deposit on land. HB 1323 requires anyone applying human manure to notify all owners of property abutting the site prior to doing so. This should be accomplished by publishing a notice at least seven days beforehand in a local newspaper of general circulation.

Anyone interested in knowing the results of these hearings should contact his/her local representative. Bill Stockman (603-569-5056) would also be able to give you information.

## Meetings, Seminars, Shows

In celebration of its centennial, the Thompson School of Applied Science, UNH, Durham, is offering a six-part lecture series, with each of the six curriculums sponsoring one lecture. On March 25, the Forest Technology curriculum is sponsoring a lecture by Dr. Alex Shigo, the well-known tree expert. His talk is tentatively titled "Some Good News for the World of Trees." For details, contact John Bozak at 603-862-1099.

On April 17, the Horticulture Curriculum is sponsoring a lecture by Mark Zelonis, Executive Director of Heritage Trust of Rhode Island, a statewide historic preservation organization which oversees Blithewold Mansion & Garden in Bristol, RI. His talk is entitled, "Country Villas and Seaside Resorts: A Glorious Century of New England's Public Gardens." More than two dozen former estate gardens will be featured. Gardens to be discussed (and seen—the talk utilizes the speakers's personal slide collection) include Blithewold, Fuller

Gardens, Naumkeag, and Chesterwood. All this begins at 7 PM in Room 219 of Cole Hall. For more information, contact Chris Robarge at 603-862-1074.

Two plant-related shows in New Hampshire are worth noting. The University of New Hampshire Greenhouse Open House will be held on March 29-30 in conjunction with the Little Royal Horse Show on the 30th. Cosponsored by the UNH Plant Biology Department and the Thompson School Horticulture curriculum, it will be held in and around the greenhouse complex on Mast Road Extension.

On April 26-28, the New Hampshire Orchid Society will be presenting its show at the Nashua Armory on Daniel Webster Highway.

Both shows feature a mix of exhibits, lectures, and sales. In both, there will be plenty of people knowledgeable in their fields to share ideas and answer questions. For information about the Greenhouse Open House, contact Bill Lord at 603-862-3203; for the Orchid Society show, Joanna Eckstrom at 603-654-5070.

(One additional piece of orchid-related news: as of March first, a new judging center will open at Tower Hill Botanical Garden in Boylston, Massachusetts. The opening of this supplemental judging center means that orchid enthusiasts in the Maritime Provinces and New England as far south as northern Connecticut who want their plants professionally judged and critiqued will no longer have to travel to New York. Judging



Overall, the poinsettia crop this year seemed on the short side. Newer earlier varieties tend to be shorter and cycocel applications will shorten the plant even more.

However, in the last few years, there has been an industry trend to fertilize less, causing shorter and—at times—off-color plants. This trend is not restricted to poinsettias, but is seen in plant production in general. Plant size and vigor can relate directly to nutrition.

Unless you're growing in a heavily charged mix, most plants will respond to a light application of fertilizer at the time of transplanting. New Guineas transplants require less—and poinsettias, more.

Cool cloudy months can make a liquid feed program difficult because of the slow drying of the soil. Controlled-release fertilizers can help whether you're watering or not.

Except for New Guineas, a 200ppm weekly application of fertilizer is a good rule of thumb. The beauty of this rule is that, if at any time, you feel growth is too vigorous or soluble salts too high, all you have to do is leach with clear water. In essence, you begin at zero again. Since we all grow with soilless mixes these days, leaching is very easy. I'm not condoning the days of pulse feeding where we fed at 1000ppm and the ground ran blue with runoff, but a little more fertilizer—whether it be CRF or liquid feed or both—can solve size and color problems.

*Jim Zablocki, Territory Manager, Scotts Company, Northeast, can be reached at 603-224-5583.*

## Conference on Perennials

The University of Connecticut is sponsoring a Perennial Plant Conference to be held Thursday, March 7, at the Bishop Center on the University of Connecticut campus in Storrs. The morning of this all-day conference will focus on the landscape use of perennials; the afternoon, nutrient and pest management (with pesticide applicator training recertification credits available). A concurrent afternoon session will focus on production strategies for both the greenhouse and nursery industry. The day's speakers include: Margery Daugherty, Department of Plant Pathology, Cornell University ("Disease Control in Perennials"); Steven Sill, Department of Horticulture, Ohio State University ("Overwintering Perennials" and "Perennial Combinations that

Work"); Mary Ann Mc-Gourty, Hillside Gardens, Norfolk, CT ("Newer and Underused Perennials"); and Robert Hermann, White Flower Farm, Litchfield, CT ("Perennial Use in Europe and Recent Imports to the US").

A registration fee (check payable to University of Connecticut) of \$50.00 is due by March first. For information, contact Dr. Richard McAvoy, 1367 Storrs Road, U-67, Department of Plant Science, Storrs, CT 06269-4067; the phone number is 860-486-0627; the fax, 860-486-0682.

## A Loss that May Prove Fruitful

The Junior League of Portland, Maine, Inc., and the Maine Landscape and Nursery Association (MeLNA) announced in November that the Maine State Horticultural

Show, scheduled for March, 1996, would be postponed until 1997, after which it will be a biannual event. The reason stated was that "with the upturn in the Maine economy, the availability of 50-80,000 square foot spaces has diminished and it is increasingly difficult to locate an appropriate site."

The horticultural show has been one of the big events welcoming spring in the Greater Portland Area for the last seven years, promoting horticulture and the Green Industry while raising funds for such area projects and causes as the Beacon Teen Center and the Junior League Community Council on Youth. Over 18,000 people attend annually.

The Junior League and MeLNA intend to spend 1996 exploring and re-vamping. They also "wish to join others whose events are limited by the available space in Southern Maine in exploring the feasibility of some kind of permanent facility."



PPGA

## The 3.5 Second Challenge

Three and a half seconds—that's how long direct mail experts say the average consumer looks at a piece of unsolicited mail before throwing it away. How can you extend that attention and get your direct mail piece opened? Here are some ideas:

- Add appealing stickers or labels.
- Use package inserts that rattle or make noise (like a packet of seeds.)
- Add coins that "pay" the person to open the envelope
- For a simple message try a post card format that doesn't have to be opened to be read.
- Use a plain envelope with no business name on the return address, so the recipient must open the envelope to find its source.

Put an intriguing question on the envelope that is answered inside. "Do you qualify for our free landscaping service?" "What's the number one drought-resistant plant in the Hometown area?" "Why should you plant pansies in the fall?"

(From PPGA News, November, 1995)

## Stock Locator Ready

(from *News to Use*, December, 1995)

The first edition of the Connecticut Nurserymen's Association *Source Guide for Connecticut-Grown Plant Material* arrived from the printer and was sent to CNA members right after the holidays, with hopes that it will become a useful resource for all plant needs.

Those who contributed include: "our wholesale growers who propagate the plants and offered their catalogs, our allied suppliers who took space ads to help underwrite costs; Deborah D who composed ad copy and covers, and Dr. Mark Brand, UConn Extension, who pulled the assorted lists into one comprehensive reference."



## MNLA Donation Helps Repair Tornado Damage

(from the MNLA Nursery News,  
December, 1995)

The Massachusetts Nursery and Landscape Association donated proceeds from their 1995 Summer Meeting to the tornado-damaged towns of Great Barrington and Monterey. MLNA's donation of \$2,790 was presented on November 20 by Jim McManus, MNLA president, to Cheryl Raifstanger, president of the Great Barrington Rotary Club.

The first stage of replanting Great Barrington and Monterey had already begun on November fourth. The Great Barrington Rotary Club and The Land Conservancy were major organizers of the effort in which, despite rain and mud, 100 volunteers planted more than 130 trees. Funds raised through donations paid for the trees, which the Ward family, owners of Ward's Nursery, Great Barrington, obtained from MNLA members.

A second planting is planned for spring, provided there are enough donations during the winter. For information, contact Don Ward III at 413-528-9539.

## Expansions, Contractions...

Griffin Greenhouse & Nursery Supplies announces its relocation in Maine to a new, specially constructed facility in Gray, at 50 West Gray Road. The new 14,000 square foot office and warehouse space will have its grand opening from 10 am until 2 pm on February 22. For details, call 207-657-5442.

On January 15, doors were open for customer pickup, truck deliveries, and phone orders at Griffin's sixth location, this one in Windsor, New Jersey. Centrally located near Hightstown at the Windsor Indus-

## TIPS FROM THE GRIFFIN GURU



## Calibrate

**A**s the sun climbs higher and the breeze becomes warmer, the crops we are growing for spring need more room. That's handled simply by opening one of the hoop houses and spacing out the crop.

We must also remember to check out and CALIBRATE the thermostat to be sure that it's telling the heater the proper information. Subject to dust and dirt, moisture, and extreme summer heat, plus assorted bumps and bangs, your thermostat could be giving an inaccurate reading.

And it goes without saying that you are now depending more and more on your fertilizer injector to get the feed to the ever-expanding crops. This unit should also be calibrated in order to be sure of its accuracy. This test can be performed with a Totally Dissolved Solids/Conductivity Meter.

Sometimes it's the smallest component that can cause the biggest screw-up.

trial Park, Main Street, Building 18, Suite C, the phone number there is 609-371-0222.



(from GrowerTalks, December, 1995)

Following a vote by its board of directors, The Garden Council officially disbanded on December 31. The action comes in the wake of the defeat of the Council's proposed 'Plants for America' promotion. While half of Garden Council and Plants for America supporters wanted the Council to continue, the board was unable to find a clear-cut mission to pursue. (The Garden Council was formed in the 1980s and created several marketing campaigns, including 'Fall is for Planting'.)

## 'Husker Red'

The Perennial Plant Association (PPA) is pleased to announce that

its members have chosen *Penstemon digitalis* 'Husker Red' as the 1996 Perennial Plant of the Year.

Commonly known as Beard-tongue, *Penstemon* is a large native genus found over broad areas of Canada and the northern United States, particularly in drier regions. *P. digitalis* is a white-flowered, red-foliaged form that was selected and introduced in 1983 by Dr. Dale Lindgren, University of Nebraska. When plants are well-established, height averages about 30 inches and, during July and August, as many as 50 white flowers can be on each of 20 or more open, airy stalks; foliage—perhaps its most valuable attribute—is a rich bronzed-red.

For a fact sheet (propagation, growing on, landscape uses) and more information, contact the Perennial Plant Association, 3383 Schirtzinger Road, Hilliard, Ohio 43026 at 614-771-8431.



# IPM

## A Look Behind the Buzz Word

Dennis Hayward

**E**very organization has its own buzz words and abbreviations. The industry in which I have chosen to have my career has a buzz word called "IPM." It stands for "Integrated Pest Management." In lawn and tree care, these words have become a cliché, perhaps by overuse of the term and by underuse of its intent.

Let's dissect the term and look at the true meaning behind it.

**INTEGRATED**—as described by *Webster's*: "Bring into a whole; make available equally to all; unite."

**PEST**—"Noxious thing; nuisance (weeds, diseases, insects)."

**MANAGEMENT**—"Control; direct; manipulate; continue."

This basic exercise in English 101 is not to insult an intelligent group of readers. It's to help you stop and examine buzz words that get to be used without thinking because they're repeated so often.

When effectively implementing an IPM program for any facet of business in the Green Industry, there are basic guidelines:

- identify the pest;
- determine the threshold at which action is needed;
- review all possible options;
- implement the appropriate control on a timely basis.

It's that easy! Or is it? Did I mention budgets, availability, employee schedules, the weather? Nobody ever said IPM would come easy. When I first started hearing about IPM a decade ago, it sounded great. After working with it, I know it's great, but I know it's not easy.

Upon my graduation from the University of New Hampshire, I had no fears of working in the ditches of the field of horticulture. Some 17 years later, I fully realize that horticulture is very much a thinking man's (and woman's) field. Changes come fast; technology advances quickly. If we remain spray jockeys, we will surely perish as a profession.

IPM must include pesticide spraying in order to obtain the level of quality our customers demand. This is only one piece of the puzzle, however. It must also include

the options of using biological, cultural, mechanical, and, yes—even manual methods. This difficult decision is based on a complete set of variables—based on such things as effectiveness, environmental impact, site characteristics, worker health and safety, economics—which must be plugged into the formula. The goal of all this is to find that fine balance between benefit and minimal impact to the environment.

For all IPM programs, regardless of your field, success depends on accurate determinations, timing, and the right choice of control methods.

Three basic steps can be used as a guide.

A. Monitor the site for pests. In addition to acknowledging the presence, determine the level of infestation. Confirm the identity of the pest and know its life cycle. Is the host in any danger from the pest?

B. Know the threshold of damage. The pest should reach a level of infestation prior to the commencement of control measures. A certain amount of damage may be tolerable in the trade because of the health concerns of the site keeper.

C. Take an initial stand in preventative care to avoid that damaging threshold. Be proactive—and financially aware. There's nothing negative about preventing a problem if it can be done without health risk and large expense. In structural pest control, this could be something as simple as vacuuming. In greenhouses, it could be screening obvious air inlets. For turf, it might be the reduction of nitrogen during hot, humid weather.

Yes, I know these components are basic to each of our professions and most of our favorite hobbies. All we need to do is to make ourselves stand back and take a non-biased view—as non-biased as our souls will let us. Pride and ignorance carry two quite different meanings.

Don't be so proud of your hard-earned expertise that you ignore new techniques. All those folks surfing the world-wide web are questing for new knowledge. "Old dogs" and "learning new tricks" apply here!

### TEXTBOOK VERSUS REALITY

Anyone who has had the pleasures of attending school along with those of working in a profession knows that these are two very different animals. What seems sensible in a school textbook doesn't always work in the field. It

could be a matter of interpretation—or of execution.

Be that as it may, you must find what works for you and your clients, and your own peace of mind. My own experiences are bittersweet. There don't seem to be any easy roads or quick fixes. Experimentation is a must. Don't give in to easy solutions when trial-and-error seems to be taking too long.

Personally, my training is on the Turf-and-Tree end of the Green Industry. It's an industry full of giant corporations trading on the Big Board. It is also a place of dedicated horticulturalists working out of their homes. When a group of professionals is so diverse, there's bound to be contradictions. With contradiction comes confusion. And with this confusion comes the apprehension most clients have about IPM.

When our firm approaches a client and tells them we'd like to come by and inspect and maybe treat, we only get paid for the treatment. The strong belief that people in our profession should only get paid for spraying is no longer appropriate. But because this dictates the push to spray for pay, most companies go right past the inspection.

Being the father of three growing children, I can easily see the need to put energy into the aspects of the job that pay the bills. But remember, we are professionals and—just like lawyers, consultants, or counselors—we should be financially rewarded for our years of knowledge. Are we doing more for the homeowner when we come in and blanket-apply a broad-spectrum pesticide or when we give them the low-down on a cultural practice

for cure?

Perhaps the buzzword "IPM" really should have an "E" in it—"E" for "Education." Not only do we need to further educate ourselves as we deal with the problems, but we need to educate the end-users. Equipped with this knowledge, they will be ready to maintain their property themselves.

But what if they're too busy or simply not interested? No problem! Your business sense kicks in and you're making regular house calls and charging accordingly. That's right—charging a fee to inspect, adjust, and just maybe apply control products.

Trust me—it's a tough sell. Out of almost 5,000 current customers, it's a pretty small percentage who are willing to pay for Green Industry knowledge. Is this an example of traditional New England frugality? Perhaps people here need to be conditioned to a more sophisticated form of plant management.

There are some great organic products on the market now. If someone tried to tell me ten years ago that spreading animal byproducts on lawns would really be taking off, I wouldn't have listened. From what I've seen, these organics have helped us take a step toward IPM. Pesticide reduction is growing. The full evolution of Integrated Pest Management is right on the heels of organics.

*Dennis Hayward is president of Bio-Spray, a company performing programs in lawn, tree, and interior pest control. The address is 1660 Greenland Road, Greenland, NH 03840; the phone number: 603-436-2358.*



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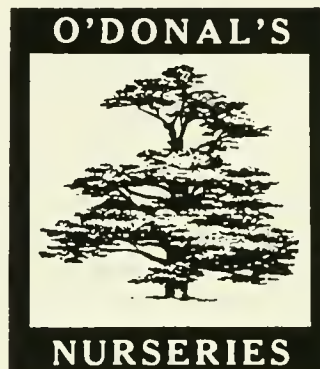
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# Agritourism IN NEW HAMPSHIRE

*Laura Pfister and Robert A. Robertson*

**T**he tourism industry is important throughout the world. Tourism represents over 4 trillion dollars of world spending activity. In New Hampshire, tourism is the second largest industry in terms of employment generation and third in spending/receipts. According to NH Office of Travel and Tourism Development statistics, the total impact of travel spending was estimated at \$3.3 billion in 1992. The natural landscape is a cornerstone of the tourism industry, offering a wide range of opportunities based on the rural or cultural attributes of New Hampshire. Agriculture also is an important part of the state's economy. According to recent information from the NH Department of Agriculture, New Hampshire agriculture is valued at \$450 million per year. Specifically, food and specialty products account for \$125 million, ornamental horticulture (greenhouses, nurseries etc.) account for approximately \$150 million, and fruit and vegetable production contributes about \$49 million.

Until recently, there has not been a great deal of cross-communication between these two sectors in New Hampshire. Both activities share a common natural and economic resource base which is beginning to be extended. For example, it is estimated that about a third of total tourism dollars is spent on food. Other links are highlighted by recreational access to private farmland and the existing network of successful fairs, farm stands, and lodging (bed & breakfasts) emphasizing rural attributes.

Agritourism represents a opportunity to meld agricultural production with rural tourism. Producers can educate and share their resources with members of society who, for example, are searching for opportunities to get away from daily routines or want to experience rural lifestyles. The goal is to preserve the rural character of the state while providing local residents with an opportunity to supplement or diversify income. In New Hampshire, agritourism spans a wide range of on-farm recreation and hospitality businesses. There are two broad

categories. The first serves to focus on the rural or farm experience and the second concentrates on the creative sale and marketing of traditional agricultural products.

Farm tours are most commonly associated with first category of agritourism. Farm tours typically provide visitors or school groups with an overview of agricultural production and a basic understanding of the specific challenges facing New Hampshire farmers. The most common objective of farm tours is to promote the products of the farm and to increase sales. Other reasons for developing farm tours are to promote the industry or to create employment opportunities for family or friends. Farm tours are already common in New York and the Midwest farm belt.

Other examples of agritourism enterprises that focus on the rural or farm experience include farm vacations (all-inclusive opportunities to experience firsthand rural lifestyles and participate in a range of farm-related and general "rural" activities for extended periods of time), farm bed & breakfasts, petting zoos, fee hunting and fishing, horseback riding, hay rides, and farm-based cross-country skiing. Many of these activities are really subsets of a larger rural tourism industry. These enterprises provide the opportunity to supplement income from the land while providing recreation opportunities for others, thus equalizing the distribution of costs and benefits. They also serve to provide educational opportunities for those interested in the region and can build understanding of how the rural landscape has been transformed through the generations.

U-pick fruits (strawberries, apples, blueberries etc.), Christmas trees, and vegetables are the most common examples of the second category of agritourism enterprises that focus on the direct sales of agricultural products. These activities provide consumers an opportunity to see how food is produced, thus building an awareness of where products originate. Other examples include seasonal festivals (i.e., spring planting, strawberries in early summer, apples and pumpkins in fall), food processing

plants and greenhouses, and wineries. Specialty foods (e.g., small batches of locally or farm-produced jams and preserves) are value-added products and represent good advertising for the area.

These agritourism initiatives offer tremendous opportunities for New Hampshire farmers. Building cooperation instead of competition is the key to success. Tourists face such a wide range of opportunities today that an area must develop reasons to stop and stay awhile. Building collaborative efforts will strengthen this possibility. This may occur between farms, farms and campgrounds, or farms and other community or regional interests. The goal is to provide the visitor with a range of options all contained within the same area, some based on agricultural products, others based upon the rural character of the land. One specific example in New Hampshire was "Canoe Venture-Farm Safari" sponsored through a joint effort between UNH Cooperative Extension, Hannah's Paddles, and the Boscawen Farm Management Group. Canoers had opportunities to sample local products, go on hayrides, and learn about the workings of a farm.

In New Hampshire there are a number of organizations and coalitions that recognize the interconnectedness of these industries and strive to promote increased collaboration. The NH Timber/Agriculture/Tourism Coalition was formed in 1989 "to promote the mutual interests of traditional land-based industries and the tourism community which is so dependent on the scenic landscape supported by these industries." Sullivan County Agriculture is an organization that represents businesses promoting local products. They produce a business guide brochure and have a "Farm-Fresh Hotline" that provides updates and current information about local product availability, special events, and services. Similarly, Rockingham County and Coos County provide directories of farm-related products and businesses. The NH Department of Agriculture is also involved, actively promoting farm products and agricultural development. These types of regional and state-supported efforts bode well for bringing attention to the diverse opportunities found in New Hampshire.

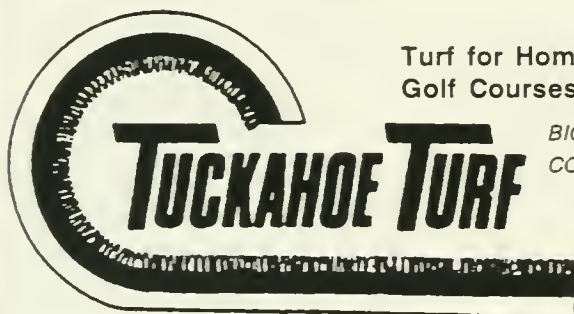
From an educational perspective, The University of New Hampshire's Department of Resource Economics and Development offers a Bachelor of Science Degree in Tourism focusing on tourism planning and development. Planning is crucial, given the importance of tourism to the state's economy and the need to develop tourism in a manner which provides maximum economic benefits with minimum disruptions to the social and natural environment. Students gain the necessary tools to plan, develop and manage the natural, cultural, and financial resources in an environmentally responsible manner. This program offers a valuable resource to the state in terms of educating future tourism professionals and in providing inexpensive research and internship possibilities.

New Hampshire has a strong rural tradition and a wealth of tourism opportunities. As mentioned, educational and informational resources are available and can be used to develop private and collaborative initiatives. In general, interested producers should take a number of factors into consideration when contemplating an ag-tourism operation. First, operators must have social skills and enjoy what they do. This translates into a willingness to talk to customers and make them feel welcome. Also, the farm should look the part, offering a pleasing escape from urban areas. This also points to the importance of farm location. A business must be easy to find and near a tourism or metropolitan area. Other factors which must be considered is the vital need for liability insurance and an understanding of the high levels of in-house labor needed for success. Financial management is of course the backbone of success. This paired with honest enjoyment of the work will set the stage for building a thriving operation.

*Laura Pfister is graduate student in the Resource Administration and Management Program at the University of New Hampshire and Dr. Robertson is the Coordinator of the Tourism Program in the Department of Resource Economics and Development at the UNH. They can both be reached at 603-862-1700.*

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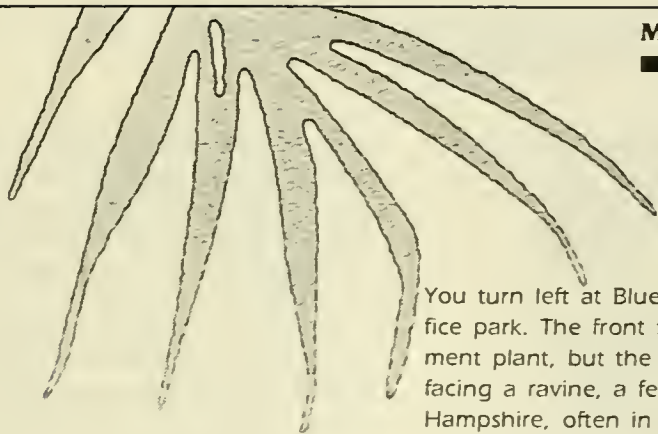


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## Nancy Carlisle Interior Plantings

# Exploring One Niche

You turn left at Blue Seal Feed and a mile down that road, turn in at an office park. The front faces the Merrimack and Concord's municipal water treatment plant, but the office of Nancy Carlisle Interior Plantings (NCIP) is in back, facing a ravine, a fence, and Willey's Trucking. Business is everywhere in New Hampshire, often in small towns or clustered in deceptively pastoral office parks. But the state depends on image—rural, problem-free—and businesses are finding image is important to them as well. These are the people NCIP serves and their numbers are once again growing.

**THE OFFICE/RECEPTION AREA** is a series of white spaces, more pragmatic than elegant. People are busy here. Behind this is a plant delivery/storage area—1000 square feet filled with plant material, containers, supplies.

After graduating from the University of Massachusetts (Amherst) with a degree in Plant and Soil Science, Nancy came to New Hampshire to work for City Gardens, a Massachusetts firm still here, but now under the name of Rentokil. She worked in sales and employee management for five years, then left to form her own company. She recalls the transition as being fairly easy: she hired a lawyer and an accountant and continued doing essentially what she had done before. At first, she worked out of her own home; her first client was the Koala Inn in Manchester.

That was thirteen years ago. "The eighties were very good, but the banking crisis ('88-'92) hurt as various corporations and financial institutions reduced or eliminated plant care programs. But we have low overhead and few employees; we cut where needed and survived." Currently NCIP has about 200 customers, ranging from Robbins Auto Parts in Dover to Kleen Laundry and Dry Cleaning Services in the Upper Valley. Many of these—First NH Bank, for example, with 30—have multiple sites.

Some new business comes from multiple-site clients who want to simplify operations by having one company handle plant maintenance in all branches, but once again, business is expanding in New Hampshire and with it, the importance of image. Currently NCIP is adding two or three new clients each month and the concern is to grow slowly enough to maintain quality and the ability to delegate authority.

There are now twenty employees—six of whom oversee various broad aspects of the operation. The other fourteen are field service technicians. Territory covered is divided into smaller, more local, routes; the plant installations on each are maintained by one of these technicians. Currently, there are fourteen routes. When the number of installations on a route becomes too large for one person to maintain properly (all clients are visited at least once a week), it's split.

The new technician must be neat and quiet (they do their rounds during business hours—although mall installations—particularly if you water with hoses—may have to be done before opening); they must have reliable transportation (they provide their own and are paid mileage).

The service manager gives the new field service technician a full day of training. This includes an introduction to "in-house basics" and to plant maintenance in general, and then an opportunity to work with an account. Each technician is given a maintenance kit—watering can, mister, pruners, etc., and uniforms—in winter, it's burgundy sweatshirts and khaki pants; in summer, polo shirts and shorts.

**DESIGNS ARE COLLABORATIVE**—Nancy visits the prospective client and listens to what they have in mind; she looks at the space, noting ceiling





height, light, draperies, decor. She discusses needs (sometimes the plants are used as a screen; sometimes to control traffic flow), and what all these factors will allow.

Foliage is the medium and, although there can be variation in shape and texture, she reminds clients looking for "color" that plants are basically green. If needed, she works with interior decorators and art consultants to incorporate other elements into the plan.

Plants used are tropical. Nancy looks for new varieties—a new aglonema hybrid—*Aglonema* "majesty"—is one she likes, but most—philodendron, ficus, podocarpus, corn plants—are familiar because they work well in New Hampshire interiors. Bamboo palm (*Chamaedorea erumpens*) is another of Nancy's favorites, but is used less often because it can appear too "tropical." In New Hampshire, most people want something that looks "native"—something low-key and interestingly textured that conveys an appropriate corporate image. Planters—often brass or of darker colors—contribute to this look.

A contract always includes service for at least one year. This gives an opportunity to make modifications and insure correct maintenance.

**In New Hampshire, most people want something that looks "native"—something low-key and interestingly textured that conveys an appropriate corporate image. Planters—often brass or of darker colors—contribute to this look.**

Interior design used to operate under the premise that more was better ("quite often," Nancy says, "more plants crowded together simply meant higher maintenance fees"); now, fewer and larger plants are used. Nancy likes the idea of incorporating interior plantings with outside views—letting inside and out-

side flow into each other. This is rare here: the best of her plantings work as living architectural elements, as enhancements of a clearly defined interior space.

Nancy cites a design at Divine, Millimet, & Branch, a law office in the old post office building on Chestnut Street in Manchester as particularly successful: "Two large Malaysian dracaenas (*Pleomele reflexa*) flank a replica of the Liberty Bell...in the lower atrium, a planter bed onto which you look down from the upper...a combination of good architecture, design, and planting form a package."

**NANCY BUYS DIRECTLY FROM FLORIDA** through a broker. Occasionally plants (large trees in cold weather, for example) go directly to the client, but most are delivered to her warehouse and she brings them to the jobs in one of the company vans. Plants come in the correct size for the job and rarely come out of their original containers. These are placed in larger decorative planters, stabilized with styrofoam, then covered with moss.

"In plants from Florida, fungus gnats can be a problem. We used to apply chemicals—systemics like Oxamyl, but now we use nematodes—they live in the soil and eat the larvae. We buy them in quantity and store them in the refrigerator. We also use predatory mites—very aggressive." If a plant is prone to spider mites, the solution is often to change the variety. Sprays—Enstar,

Turcam, insecticidal soaps—are used against mealy bugs, scale, and thrips. Plants are removed and sprayed outside, usually with a two-gallon backpack sprayer, as unobtrusively as possible.

Although she may incorporate fall mums or do a few annual plantings, installations don't change unless the space changes.

She doesn't do holiday installations, although clients can buy poinsettias (from D.S. Cole and Murray Farms) through her for their own use. "We do what we do well and we've never become involved with holiday decorating."

In winter light, the job is simply maintenance. Fertilizing (usually Peterson's 27-14-4) stops in September and doesn't begin again until March. Any slow-release fertilizer is removed from the pots. Watering is cut back.

**REFERRALS COME** from satisfied clients and through a network of interior designers and architects, some of whom she's met through membership in 'Plan NH,' "a foundation of all disciplines that impact New Hampshire's built environment." Planners, builders, architects—people who might not ordinarily talk to one another—meet and share points of view on "ways to improve the New Hampshire community through excellence in planning, design, and development." Begun in 1989, the group's activities include breakfast and dinner forums on such topics as Manchester's airport expansion and Pease redevelopment; there's a Community Stewardship Program that works with town officials on local zoning...it's fairly active—a way to look at broader issues and to show commitment to better design.

Two professional organizations—the Association of Landscape Contractors of America (ALCA), Interior Landscape Division, and the New England Interior Landscape Association (NEILA)—are also important sources of contacts and new ideas.

She doesn't advertise, but finds ways to keep in the public's eye.

Last fall, Nancy was one of sixteen New Hampshire designers selected through a juried competition to create a room at 'Windswept,' the show-place house on the former Gilford estate of Penny Pitou and Milo Pike. Nancy was given the "greenhouse room" and created "an exotic tropical garden to be used for relaxing and entertaining close friends."

The event, the Lakes Region's first Designer Showcase, was sponsored by the Friends of the New Hampshire Music Festival. Tickets to view the house were available at the door; proceeds benefitted NHMF projects.

**HAVING A CLEAR FOCUS** does not prevent expansion—it may even facilitate it. NCIP had outgrown its current space several years ago and Nancy has looked for a long time for a historical building that fit her needs. It had to be the right size and location, free-standing with natural light, with good parking and tractor trailer access. She found what she

was looking for—Building Number Three, the former office of the Concord railroad yards, part of the three-building complex owned by Steenbeke and Sons at 287 South Main Street.

Redesigned for Nancy's needs by Sheer and McCrystal, a New London architectural firm, the 4,000-square foot interior includes larger office and operations space and a 1,000-square foot retail showroom. The company will be relocated and the showroom open by March first. The look will be "funky industrial."

The product offered to retail customers will be "high-quality, large-size specimen plants and a gamut of planters." The plants chosen will fit New Hampshire interior requirements; the sales staff will be knowledgeable. "This is a demand that other, more broadly based, retailers aren't addressing." And without changing focus, Nancy plans to address the demand herself. The potential in one niche is surprising. (B.P.)

**The product offered to retail customers will be "high-quality, large-size specimen plants and a gamut of planters." The plants chosen will fit New Hampshire interior requirements; the sales staff will be knowledgeable.**

**"This is a demand that other, more broadly based, retailers aren't addressing."**

Nancy Carlisle Interior Plantings will, as of March first, be located at 287 South Main Street, Building Three, Concord, NH 03301. The phone number is 603-225-7218. The address of the New England Interior Landscape Association (NEILA) is PO Box 2767, Woburn, MA 01888; the phone number is 617-969-4940. Information about Plan NH can be obtained by calling 1-800-721-PLAN.

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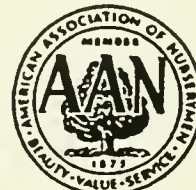
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Listed below, in alphabetical order, are the six biological pest control agents used by today's growers. This list is based on the Green Spot's 1995 sales volumes of these organisms, in addition to consumer feedback.

1. *Amblyseius (Neoseiulus) fallacis* (am-blah-SAY-us nee-oh-SAY-u-lus fah-LAY-shis) is an incredibly versatile predatory mite which feeds on several phytophagous mite species, most notably the two-spotted mite. It is useful in many situations, ranging from strawberries and mint to greenhouse and interiorscapes to evergreens and palm trees. *A. fallacis* feeds on pollen as well as mites, allowing it to survive in the absence of prey and to serve as a preventative. It survives the most extreme climates. It will still feed even if the temperature drops to a low 35F.

2. *Aphidius matricariae* (ah-FID-ee-us may-tree-KARE-ee-aa) is a 2-3mm. endoparasitic wasp. This parasitoid lays its eggs in over 40 species of aphids. The eggs hatch into larvae which feed on the aphids from the inside. The larvae then pupate, turning the one-time pests into mummies. Post-pupation, they chew an exit hole through the mummies and hatch out as new adults, ready to repeat the cycle.

3. *Aphidoletes aphidimyza* (ah-FID-ol-ee-tees ah-FID-ah-my-zah) is a tiny nomadic midge. As an adult, it mates and lays its eggs next to concentrations of over 60 species of aphids. The eggs hatch into bright orange larvae which are fierce predators. These larvae bite the aphids on or near a leg joint (knee) and inject a paralyzing toxin before eating them. They may kill up to 50 aphids per day. Sometimes they bite the aphids and move on before eating them, which is fine, since the aphids will still die.

4. *Cryptolaemus montrouzieri* (krip-toh-LAY-mus mon-TROH-zure-ee) is a 4-5mm. black and orange beetle which feeds—in its adult and larval stage—on the eggs and immature stages of several mealybug and scale insect species. This beetle mates and it lays its eggs in the cottony egg masses often present with mealybugs. The eggs hatch into shaggy white larvae (which somewhat resemble the pest—a wolf in sheep's clothing) and grow to 1cm. in length before curling up to pupate. Post-pupation, the new beetles split the pupal skin and set out to repeat the process.

5. *Hypoaspis miles* (hi-POH-aa-spis miles) is a soil-dwelling predatory mite which feed on fungus gnats, thrips pupae and pre-pupae, spring-

tails, and more. Since this mite can survive on multiple creatures, plus fungus and algae (thus reducing the food and breeding requirements for fungus gnats), once introduced into a greenhouse, *H. miles* can sometimes be still found up to a year later.

6. *Encarsia formosa* (en-KAR-see-uh for-MOH-suh) is a tiny parasitic wasp which lays eggs in the middle stages of the greenhouse whitefly. As the parasitized whitefly develops, its pupa turns black and dies. A new wasp exits the blackened pupa by chewing a hole in it and repeats the cycle.

Michael S. Cherim is from The Green Spot, Ltd., a NH company supplying biological pest control agents and associated pest and disease management supplies. He can be reached at 603-942-8925.

## BOARD HIGHLIGHTS—DECEMBER 8

Board members attending included Bob Demers, Ann, Henry, Ken, and Peter. Chris Robarge, Nancy Adams, and Bill Stockman were also there.

An additional mailing will publicize the Winter Meeting. Peter and Henry will use names from their companies' mailing lists.

The NENA Summer Meeting will probably be held at the Speedway in Loudon on August 8. Concern now is the cost of the meal and the policy on alcohol. The NHPGA has a no alcohol policy for its meetings and at NENA summer meetings, beer has traditionally been served. The matter was not resolved, although the group was edging toward a restricted alcohol, possibly no alcohol, policy.

Bill Stockman brought up the possibility of NHPGA-sponsored nurseryman certification program (other states have one; it promotes professionalism; it can earn the sponsoring organization some money), but the board saw the administration and increased paperwork (courses, testing, fees, recertification) as something with which they didn't want to get involved.

One scholarship was awarded. The rest of the money will go to next year's as there will be no auction at this summer's meeting.

NHPGA's involvement with Ag in the Classroom seems productive. NHPGA will buy instructional materials and help rewrite a teachers manual. Part of a day-long teachers workshop will be at the UNH Research Greenhouses on April 11.

Dave Seavey is interested in sponsoring legislation standardizing greenhouse appraisal for tax purposes. He will attend the next Board meeting.

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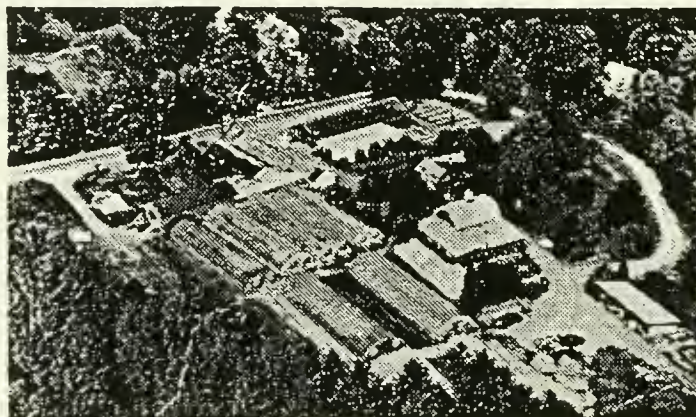
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## Native Shrubs for the Winter Garden

Cheryl Lowe and Bill Cullina

**W**hy are the woods so beautiful in winter, and our gardens are not?" Editor Bob Parker asked me when we were discussing the focus of this article. I thought about his question as I walked in the woods, through neighborhoods near work and home, and through Garden in the Woods.

What makes a winter landscape special? First of all, the quality of the light is different this time of year—softer, quieter, highlighting textures and colors of bark and leaf that are usually hidden by foliage or shade. Snow also plays a major role—accentuating colors, enhancing reflections, and intensifying shadows. A covering of snow will also smooth over the contours of the landscape, revealing more clearly than in summer the effects of water, ice and wind. The white of the snow and the low angle of the sun alters our perception of plants and structures in the landscape—highlighting the red-purple hues in evergreen leaves, the delicate golden strands of grasses in a meadow, or the rough textures of a stone wall. Consciously manipulating contours, plants, and structures in our gardens can create a landscape lovely in all seasons.

Planting for winter interest is not a new subject. Much has been written about the multi-colored exfoliating bark of *Acer griseum* and *Betula nigra* 'Heritage', the brilliant red berries of *Ilex verticillata*, and the rich dark greens of pine or fir. When we walk through Garden in the Woods, though, we see how many more species add beauty to the landscape in this season. The following shrubs are not all readily available in the trade, but should be. Try one or more, then let us know, so we can get the word out.

*Viburnum alnifolium*, with its loose and spreading form, is a shrub for all seasons. Its large round leaves and graceful flower clusters emerge in the spring from golden buds that decorate the twigs through the winter. Those same green leaves turn red, often incorporating an amazing combination of light pink, green, and white before dropping in November. The creamy-white blooms, in a small, flat-topped cluster three-to-five inches across, are fringed by five-petaled sterile flowers in May much like the familiar *Viburnum plicatum* var. *tomentosum*. In August-September, its berries ripen from brilliant red to blue to black before disappearing into the mouths of birds, small mammals, and knowledgeable humans. Native to cool, moist, but well-drained woodlands of the northeast, it transplants well, but is sensitive to salt and heat in landscape situations.. Hardy to Zone 3b.

**PROPAGATION:** This species can be propagated by seed collected from the fruits as they ripen in August. The cleaned seed requires a five-to-six-month period of warm stratification followed by three months of cold before germinating. We find that softwood cuttings taken in June and treated with 2000 ppm IBA quick-dip to be the fastest method. Cuttings stuck directly into 2 1/2" liner pots and overwintered at 40 F have survived well. As this is a suckering species, it takes well to shearing as a container-grown plant, and cutting-propagated material sets flower buds when fairly small.

The sweet fragrance of the *Hamamelis vernalis* on a warm February day marks the end of winter for us. Denser in form than other witchhazels, but with the same zigzag pattern in the upward-spreading branches, it is meant to be planted near a walkway or door so the densely woolly buds and the small ribbon-like yellow-or-



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### IVIE GERANIUM

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ange petals can be enjoyed in February and March, then allowed to slip into the background as other plants take center stage. Native to lowland forests and old fields of the Central US (Missouri and Arkansas), it is good in sun or light shade, wet-to-average soil moisture, and tolerates very poor-to-moderately drained soils. Deep fibrous lateral roots mean it is best transplanted as B&B or container in early spring. Rated for Zone 5b.

**PROPAGATION:** Cuttings are easier with this species than the Asian species and hybrids, as long as it is done early enough in the season (early June here) for the cuttings to harden off a second flush of growth before winter. Cuttings treated with 1000 ppm IBA talc were slow to root, while 10,000 ppm quick-dip produced more callus, but still took six-to-eight weeks or more. *H. vernalis* is also easy from seed, provided you collect the capsules before they explode. We gather the capsules in late summer, when they begin to yellow, and dry them in paper bags—it's fun to hear them bursting in the bags. Seed sown outside in early September will germinate the following spring. Percentages can be enhanced by giving them a longer period of warm stratification before cold. Like other witchhazels, this species takes shearing well and fills out a container very quickly.

*Leucothoe fontansiana* is common in the trade, but *Leucothoe axillaris* is a more compact plant better suited for smaller spaces. The glossy, leathery leaves stay evergreen, turning red-green to maroon-purple through the winter. Dense clusters of white, urn-shaped flowers are shorter than *L. fontanesiana*. Although native to wet woods on the southeastern U.S. coastal plain and rated "Zone 7?" by Hortus III, it grows happily at Garden in the Woods (Zone 5b) in part shade and well-drained soils. We have L.a. 'Scarletta' which shows beautiful red stems through the winter.

**PROPAGATION** is easiest with hardwood cuttings taken after several hard frosts (early November in Framingham). Bill has treated cuttings with Hormodin #3 and stuck them in half pine bark, half perlite with bottom heat with excellent results by spring.

The glossy bronze-purple winter coloration and small fine texture of *Pachistima canbyi* makes it a prime candidate for winter gardens. Forming a low one-to-two-foot mat of small leathery evergreen leaves, this species starts out light green in spring, turning dark green in summer, then bronze-purple through the winter. Flowers and fruits are inconspicuous. Native to steep, rocky, wooded slopes of the central Appalachian Mountains, it prefers mesic-to-mesic/dry soils and tolerates shade. We grow it at Garden in the Woods in well-drained soils in half-day sun. It is sensitive to soil compaction, but transplants well. Hardiness 4b.

**PROPAGATION:** Semi-hardwood cuttings root easily. Bill has taken cuttings in mid-July, treated them with

3000 ppm IBA quick-dip and had 75% root. Cuttings taken in September and treated with same rooted only 20%. It makes a compact, attractive container plant that could be marketed with perennials as well. Bill did have problems with what he assumed was phytophthora in North Carolina, mostly due to stress from extreme summer temperatures. It grows much more easily in the cooler climate of New England.

*Zenobia pulverulenta* is another species that should be more widely grown. The spreading branches with exfoliating red-to-red-brown bark form a soft three-to-six-foot mound of fairly dense foliage. The smooth, elliptical semi-evergreen leaves are bluish green (some almost gray-blue), changing in the fall to soft rose-deep purple. At Garden in the Woods, many of the leaves hold that soft rose color into February. Flowers are small white nodding bells, like other ericaceous species. *Zenobia* is a southeastern native found in bogs, swamps, and wooded glades, and therefore shade-and-flood-tolerant. It grows well in soils of

average moisture, is resistant to heat, drought, soil compaction and salt, and has few disease or insect problems. Hardy to Zone 5b (GITW) or colder, it transplants well.

**PROPAGATION:** Bill has not had much luck with cuttings, which is unfortunate, because there are some very attractive blue forms. Tip cuttings taken in mid-June and treated with 5000 ppm quick-dip rooted at only 10%, but those that did put on a second flush of growth. The seed of *Zenobia* is very fine like *Rhododendron*, and germinates easily. We collect the capsules in early October and let them split. The seed is surface-sown under lights set for 14-hour days and the container covered with a plastic dome until the first true leaves are evident (roughly six weeks). Like other ericaceous species, the seedlings are slow to get going, but we've found that bi-weekly applications of dilute (150 ppm N) fertilizer speeds them up. Shearing is necessary, as vigorous young foliage has the best color and the plants tend to get ungainly if growth is left unchecked.

*Clethra acuminata* has beautiful reddish brown exfoliating bark that makes it stand out against the white snow of winter. The large ovate-lanceolate leaves have a cool medium green color through season, turning yellow to orange in fall, before dropping in October. The fragrant white flower clusters resemble *C. alnifolia*, but the racemes are longer and somewhat drooping—a magnet for summer butterflies and hummingbirds. Bill was very impressed when he first saw this species in the wild near Asheville, North Carolina. It forms open stands along floodplains of mountain streams, and the bark color is stunning to see. Books give this shrub a USDA Zone 6a hardiness rating, but again it grows well at GITW (Zone 5b). This shrub is very resistant to pest and diseases, tolerant of salt and drought, and seems adaptable to all but excessively dry soils.

*The white of the snow and the low angle of the sun alters our perception of plants and structures in the landscape—highlighting the red-purple hues in evergreen leaves, the delicate golden strands of grasses in a meadow, or the rough textures of a stone wall.*



**PROPAGATION:** Softwood tip cuttings treated with 1000 ppm IBA talc rooted nearly 100% after four weeks, and the plants grow on quickly. Unfortunately, the exfoliating bark does not develop until the stems are over one-half inch caliper, but Bill has some good slides that anyone can use for promotion.

Another shrub with red-brown to deep purple bark exfoliating into papery sheets is *Hypericum frondosum*. A small, fine-textured deciduous shrub (two-to-four feet high) with upright, spreading two-winged stems, the foliage emerges a lovely blue-green and remains this color until after flowering, turning green and finally yellow in fall. The half-inch-wide golden flowers bloom in July with numerous bright yellow stamens that give them a powder puff appearance. The reddish brown to maroon-purple half-inch fruit capsules persist, adding winter interest and providing food for songbirds. Native to the uplands of the southeastern U.S., it prefers full sun, and well-drained-to-dry soils. Although native to alkaline soils, it seems to have no problems with acidity. Rated Zone 6a, but again hardy at GITW and colder. It is resistant to salt, drought and heat, with few disease problems.

**PROPAGATION:** The large seed capsules can be collected in September or early October as they begin to brown. The small seed can be surface sown and germinates immediately at 70 F. Seed stored dry at 40 F for one year showed no loss in viability. Three-inch, semi-hardwood cuttings taken in July and treated with Hormodin #2 or 2000 IBA quick-dip rooted 70% after four

weeks under mist. It is best to overwinter these as liners for potting on the following spring as it takes several shearings to develop a dense plant. Softwood tip cuttings are not as successful. The cultivar 'Sunburst' is most often available and has much larger flowers.

Cheryl Lowe is Director of Horticulture and Bill Cullina, Nursery Manager, at Garden in the Woods, Hemenway Road, Framingham, MA 01701-2699.

Garden in the Woods is owned and operated by New England Wild Flower Society, a non-profit organization dedicated to the conservation of North American native flora. An admission is charged. Garden trails are open from April 15th to October 31st, but educational programs are offered throughout the year. Call 508-877-7630 for more information.

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**P**lants contain powerful pharmacological ingredients. Herbal preparations are becoming increasingly popular as interest grows in non-traditional medicine. But many people are not aware of the dangers of some of the most common of herbal plants—side effects that can be uncomfortable—even fatal.

A case in point—some years ago, I made “Peter Rabbit tea” with my ten-year-old daughter and we shared a happy time together enjoying chamomile tea and little English-type biscuits. Later I began to sneeze and I sneezed hard for more than a day. The symptoms did not hang on the way those of a cold do—and the next day I was okay. I thought about what had happened and then I tried chamomile tea again, but rather than several cups, I drank just one or two. And sure enough, I began to sneeze—so I did some more reading. I learned that if you have hay fever-type allergies, you may also be troubled by chamomile, and since then, I have steered clear of that herb.

That was a relatively simple problem. Others are of a more serious nature.

One of the possible problems is that of confusing one plant for another. As a young plant, foxglove (*Digitalis purpurea*) looks very much like comfrey (*Symphytum officinale* and *S. caucasicum*). The mature plants do not resemble each other much, but the first young leaves can be easily confused. Comfrey leaves are used to make tea, to add to greens (like spinach), or to make salves and ointments. Foxglove provides the heart medicine, digitalis, and is lethal when not used in a properly prescribed dosage. It readily reseeds and foxglove could be mistaken for comfrey if both are grown in the same garden. This is not a mistake one might make twice.

Horseradish (*Armoracia lapathifolia*) root, one of my family's favorite seasonings, is quite similar to the root of monkshood (*Aconitum napellus*, and others). All parts of monkshood have aconine and aconitine in them and even small amounts can be poisonous. The characteris-

tic horseradish scent and bite would be missing and it's not likely that a careful harvester would make the mistake, but it has happened and it's good to be aware.

Awareness is key. I nearly made a serious mistake when searching for angelica (*Angelica archangelica*) a few years ago. My sister and I had a nice moist shady area in our garden and we decided that a patch of tall and elegant angelica would look perfect there. We'd seen some in an abandoned area alongside a small stream and decided to dig some up. But a little niggling thought kept creeping into my mind and I got out my

reference books. Sure enough, we were not looking at angelica, but the very poisonous water hemlock (*Cicuta douglasii*, *C. maculata*, and others). These tall, native perennial herbs of the carrot family very much resemble the tall, hollow, licorice-flavored stalks of angelica, which are commonly used as drinking straws for summer beverages and can be candied and eaten as snacks or used as a cake or cookie decoration. The toxin in water hemlock acts on the central nervous system, producing frothing at the mouth, tremors, spasms, vomiting, delirium, respiratory failure, paralysis, and death. Children have been poisoned from using whistles and pea-shooters made from the hollow stems. Water hemlock, considered by many to be the most violently poisonous plant in the North Temperate Zone, is also mistaken for wild parsnip and wild ar-

tichoke.

It's impossible in this short article to mention all the potentially dangerous plants we could run into. The best approach is a cautious one. Always carefully identify plants you plan to use and, even if it's a safe plant, proceed carefully, just in case it might give you an allergic reaction. Plants are wonderful, but can be extremely powerful in the least expected ways.

Tanya Jackson, a well-known area herbalist, can be reached at 603-431-6774.

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**H**appy New Year! It sure is tough to get back into the swing of things after the holidays (and digging out from snow storms!). Outside, The 'Blizzard of 1996' is in full swing as I write this issue's column. I spent the holidays in NJ, where they had the first white Christmas in 12 years and if it keeps going like this, they'll also have a white Easter!

Luckily, this is a relatively slow time in the PDL. It's the time of year for workshops and meetings, and catching up on journal articles. Speaking of workshops, the Christmas Tree Pest Management Course was held last week in Keene. The course was a great success with over 100 attendees and collaborators from three states. The next course will be offered in 1998.

Although relatively few samples were received in the last two months of 1994, there were some notable samples.

**RHIZOSPHAERA NEEDLE BLIGHT** was diagnosed on *Taxus* and **HORMONEMA NEEDLE BLIGHT** was diagnosed on balsam fir. The fungus causes the needles to turn red at the tips while the base of the needles remain green. The symptoms are usually first noticed in August. Once again, this is a disease we pathologists know little about. A Crimson King maple was diagnosed with **VERTICILLIUM WILT**. The homeowner has lost several trees over the last five years, including three large Japanese maples. It appears the fungus came in on top soil brought to the site, since several maples planted into native soil have shown no symptoms of wilt.

A few cases of **PHOMOPSIS CANKER** and dieback were diagnosed on dogwood and maple. This is a problem we will see more of during the next two-to-three growing seasons as a result of the effects of stress induced during the 1995 drought.

Problems on greenhouse crops were relatively few during November

and December. **PYTHIUM** was isolated from the roots of wilting New Guinea impatiens and a chlorophytum that was exhibiting browning of the leaves. There was only one confirmed case of **POWDERY MILDEW** on poinsettias this season. In general, the crop was fairly clean throughout the country. Several Asiatic lilies were submitted with brown streaking on the leaves. Although the samples tested positive for **LILY SYMPTOMLESS VIRUS**, the problem was actually related to an iron imbalance induced by high pH.

**I**n the coming months, remember that **pythium root rot** and **botrytis blight** are the most common problems in greenhouse crops. To avoid problems (especially to those tender bedding plants), remember nothing beats good sanitation, good air circulation, and careful monitoring.

**BACTERIAL BLIGHT** was diagnosed on geraniums received in mid-December. Please be sure to scout your geranium crops for this potentially devastating disease...There is no effective control for plants once they are infected! The most common symptom is wilting of one or more leaves even though the soil is moist. Leaf spotting, although less common than wilt, may occur if severely infected plants are present nearby. Leaf spots develop when the bacterium is splashed from one plant to another or drips from hanging baskets onto plants below. Leaf spotting is usually accompanied by yellowing, often in a

V-shaped pattern. The symptoms on ivy geraniums are not as obvious as those on seed and zonal types. On ivy geraniums, the symptoms are easily confused with edema or nutrient imbalances. If bacterial blight is suspected, a laboratory diagnosis is necessary to confirm the presence of the bacterium. If confirmed, plants cannot be cured or protected by pesticide sprays or drenches. Strict measures are needed to reduce potential crop loss:

1. infected plants should be destroyed and soil should not be reused;
2. suspicious plants should be isolated; and
3. tools, pots, flats, and bench tops should be sterilized with 10% bleach.

If you suspect the disease, please submit whole-plant samples to the PDL for diagnosis. The plants should be removed from the potting mix and the root system should be wrapped in a plastic bag before shipping (the mix should be moist but not soaked). The samples can be mailed in a sturdy box (be sure to pad the plants with newspaper). Or you can always hand-deliver samples to the lab.

In the coming months, remember that **pythium root rot** and **botrytis blight** are the most common problems in greenhouse crops. To avoid problems (especially to those tender bedding plants), remember nothing beats good sanitation, good air circulation, and careful monitoring.

*If you wish to submit plant material to the PDL for diagnosis, send samples (with a check for \$12.00 for each plant species) to: The UNH Plant Diagnostic Lab, C/O Dr. Cheryl Smith, Plant Biology Department, Nesmith Hall - UNH, Durham, NH 03824. Samples should be accompanied by an identification form (available from your county Cooperative Extension). Cheryl Smith is the UNH Cooperative Extension Specialist in Plant Health, and can be reached at (603) 862-3841.*





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## 1995 UNH OUTDOOR CUT FLOWER SUMMARY

Charles H. Williams



During the last five years, the most rapidly expanding segment of our state's floriculture industry has been in the area of growing outdoor cut flowers. While some of this production finds its way into the traditional wholesale/retail florist market, much of it reaches consumers through roadside stands, farmer's markets, and pick-your-own operations or are sold directly to local restaurants, offices, etc. Most of the fresh cut flower sales are cash-and-carry and are sold "un-arranged" for the buyer's enjoyment. Sales are independent from national "floral holidays" or special events like weddings or funerals. Some are preserved and sold later in the form of wreaths, dried arrangements, etc.

Consequently, we have been running outdoor cut flower trials here at the UNH Experiment Station at Woodman Farm in addition to the bedding plant display at Prescott Park in Portsmouth.

For those of you not familiar with our Woodman Farm plantings, the plants are started from seed and transplanted into 806 Cell Paks at the UNH greenhouses. In mid-to-late May, they are planted through a four-foot wide black plastic mulch in either double or triple staggered rows at the appropriate spacing. A complete fertilizer (15-15-15) is incorporated at the time of site preparation and overhead irrigation is applied during periods of drought. Here are some observations and comments on this past year's trial.

**ACROCLINUM 'Goliath Redshades'** This multi-purpose flower grew 16"-20" stems and had nice, almost cup-shaped, rose-to-pink flower heads 3/4"-1" diameter. However, only 50% of the plants were flowering by mid-September.

**AGASTACHE** The cultivars 'Blush' and 'Carmine' were tried this year. They grew only about three feet tall and were later and less vigorous than the standard lavender and white varieties. These plants also have aromatic foliage and pink and red flowers very attractive to bees.

**AGERATUM 'Blue Horizon'** did very well again, blooming

from mid-summer till frost on 20"-26" plants. In the high tunnel, the plants averaged 34" stem height. 'Bavaria', a blue-and-white selection, came in around 18" and had stems too short for most commercial markets.

**AMARANTHUS 'Red Cathedral Superior'**—A real attention-getter! A tall plant (up to 65") with deep red chenille-like floral spikes 2"-3" diameter on 24" sturdy stems with reddish-green foliage. The secondary spikes were more open. Good both fresh and dried for larger arrangements. 'Love Lies Bleeding', an older selection with cascading flower heads, also grew to 60", but became top-heavy and leaned over.

**AMMI MAJUS** A quick and early—but short—bloomer (from early July into August). The height was only 18"-24" tall and stem length and quality was poor this year. This annual "Queen Anne's lace" has not produced well from transplants for us and might be best direct-seeded. A selection 'Green Mist', however, grew 28"-34" and produced 2 1/2"-4" flower heads on sturdy 18" stems from August into September. Nice fern-like foliage.

**ASTERS 'Power Puff'** grew from 22"-40" and flowered mid-August until early frost. 'Royal Bouquet Blue' produced dark blue flowers with creamy white crested centers on 32"-36" plants. 'Pompon Mix' had 2" flowers opening together on 18"-22" plants. (Cut whole plant.) 'Opus' had attractive ball or peony-shaped 4" white flowers with rosy tips on 25" plants; 'Giant Princess', 22"-26" plants with 3" flowers that have curled outer petals and crested or quilled inner petals in a variety of colors; 'Perfection', 3" double flowers with good stems on 28"-36" plants; 'Premium White/Red' is a novel double Picotee-type with 2" flowers on an upright 25"-30" plant. 'Florett' had double-quilled, 3"-3 1/2" flowers on 24"-32" plants of variable quality under our conditions. 'Tiger Paws' had large 4"-5" double "football-mum" type flowers on 25"-30" plants that are spectacular, but with a relatively short season and weather tolerance.

**BELLS OF IRELAND** Novelty fresh or dried spikes of



bell-shaped green flowers on 18"-24" plants from August to mid-September. Tends to fall over, then produce numerous lateral shoots. Takes time to remove leaves for sale of stems.

**CALLIPOSIS** '35" plants bearing an abundance of small (1") yellow and mahogany-red bicolor flowers. Cut as sprays, however, keeping quality is not that great.

**CELOSIA:** 'Sparkler Mix'—A consistent plume-type performer on 24"-30" plants with many cuttable secondary shoots in 5 basic colors. 'Apricot Brandy'—A former All America Selections winner with an attractive apricot-orange color; however, the 18"-22" plants lacked desirable stem length. 'Century Mix'—A nice range of colors, but the secondary side shoots usually have stems less than 12" long under our conditions and spacing. 'Royal Plume Mix'—A blend of white and various shades of pink feathery flowers on 36"-46" plants. One of the best new novelty types trialed this year. 'Big Chief Mix'—Tall sturdy-stemmed plants 36"-42" high. With our wider 18" spacing, many usable side shoots are produced. Six basic colors in the mixture. The "persimmon" selection is a popular fall color. 'Flamingo Feather'—The first of the 'Spicta' (or wheat) types. Good fresh or dried. Tends to "bleach" to white in hot weather. Plants 28"-34" tall. 'Purple Feather'—Reddish foliage and robust grower; for the second year, it did not develop flowers until late September. 'Pink Candle'—A darker fade-resistant pink, 28"-32" plants.

**CENTUREA:** 'Sweet Sultan'—A 24"-30" plant with thistle-like flowers. Stems a bit longer than bachelor button, but not as prolific. 'Premium Yellow' and 'Premium Purple'—Similar comments. The lavender-purple selection had slightly larger flowers of about 1 1/2"-2" in diameter and stayed in bloom longer from mid-summer through September.

**CHRYSANTHEMUM:** (**PATHENIUM**) 'White Wonder'—Often called matricaria or feverfew. It makes a nice filler flower with sprays of white button-sized flowers. This selection grew to 16", but only 60% of the plants were in flower by mid-September. However, another seed source produced 16"-20" plants with 1/2" flowers from August through early September. 'Royal White'—Bloomed in July and August and produced 15"-20" plants. 'Ball Double White' did not perform well this year, with sparse flowering on small 9" plants. (**CARIRATUM**) 'Polar Star Daisy' produced many white daisy-like flowers with yellow centers on a 15"-20" plant. However, the individual stems were 6" or less in length.

**CREPUS** 'Rubra'—A busy 16" plant producing a quantity of 2" pink flowers on short stems. Finished bloom by mid-August.

**DIANTHUS** 'Miss Biwako'—A season-long, steady, but not prolific, bloomer 15"-18" tall. However, the rose-pink flowers (florets) do not open all at once, giving a half-faded look much of the time.

**FENNEL** 'Bronze'—A bronze-green ferny foliage with an herbal fragrance that might be used as filler material. Yellow flowers on 30"-48" plants.

**GAILARDIA** 'Double Lorenziana'—In bloom from early summer through September. 24" plants with 2" flowers in a variety of red and yellow shades borne on wiry stems.

**GOMPHRENA** 'Woodcreek Rose'—May be utilized fresh or dried. In bloom on 24"-26" plants from mid-August through frost. 'Quis Lavender'—26"-30" plants yielding fewer flowers, but having longer individual stems.

**HELIOPSIS** 'Summer Sun'—The false sunflower is actually a perennial that blooms the first year from an early seeding. 36"-42" plants with mixed single and double 3" yellow daisy-like flowers in late summer and early fall.

**HELICHRYSUM** 'Tall Tetraploid'—The strawflower is an old reliable plant growing 35"-48" tall with a variety of 2" flowers. The key is to cut them before they are fully open.

**LAVERTA** 'Silver Cup'—Bright rose-pink hibiscus-like 2" flowers on a 20"-24" plant. Stems are relatively short, but flowers keep well.

**NIGELLA** 'Mulberry Rose'—Successive sowings would probably be beneficial. Rose-pink flowers on 18" plants. Also grown for decorative seed heads.

**RUDBECKIA** 'Irish Eyes'—A selection with single daisies having light green centers. It grows 24"-25" with sturdy stems. Best flowering in mid-July through August. 'Double Gold'—Double and semi-double bright golden yellow gloriosa daisy with strong stems on plants 30"-36" high. 'Marmalade'—In bloom from early summer through September. A profusion of single daisy flowers on a 20"-25" plant.

**SALVIA:** 'Blue Bedder' and 'White Bedder'—While there are some newer introductions in the *Farinacea* group, it is hard to match the production and stem length of these standard cut varieties. 'White Bedder' grows about 24"-28" and begins flowering in late July, lasting until a hard frost. 'Blue Bedder' grows a bit taller—30"-36" in the field and around 48" in a high tunnel. 'Horminum Tricolor' grows about 18"-24" and has pink, blue, and cream-white flowers.

**SCABIOSA** 'Imperial Mix'—These old-fashioned 2 1/2" pincushion flowers are borne on long, wiry stems on 24" plants. Some sort of support might eliminate twisted, gnarled stems. 'Stellata' (or 'Starflower') is grown primarily for its intricate ball-shaped seed heads formed on 18"-26" plants.

**SNAPDRAGON** 'Rocker Series'—This group performed well again, producing 32"-36" plants and a good yield of secondary stems. Several selections from the greenhouse 'Potomic' series also did well outdoors from plugs. A later planting of young seedlings did not do as well. 'Madame Butterfly'—This double azalea-flowered strain grew 28"-36" tall in our high tunnel.

**STATICE** In general it was not a good year for statice. Perhaps it was a "heat delay" from August. 'Iceberg'—30" tall, only 50% of plants flowering by September. 'Heavenly Blue' Only 60% of the plants bloomed. Plant height ranged from 28"-36". 'Quis White'—26"-34" with 40% plants flowering. 'Art Shades' had 70% in bloom on 26-30 plants. 'Sunset Blend' had 16"-28" plants, but opened very poorly. So did 'Excellent Mixture' at heights of 22"-28". 'Stardust' ran 12"-20" tall and had very small, fine flowers on



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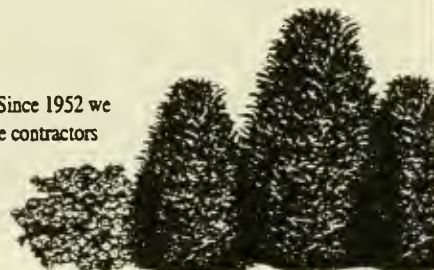
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short stems on only about half of the plants.

**STOCKS** 'Brilliant Double Mix' had no flowers at all at the last observation on September 15th. 'Miracle Mixture' did not perform much better with only 4 of 20 12"-15" plants flowering. 'Cheerful White' had a 100% bloom record by mid-September on 18"-24" plants.

**TRACHYMENE** 'Blue Lace Flower'—1 1/2"-2 1/2" sky blue flowers on 20"-28" plants. Many plants fell over late in the summer, causing some crooked stems to form.

**XERANTHEMUM** 'Mixed'—A type of "everlasting" growing 14"-18" tall with lavender and white daisy-shaped flowers in early September.

**ZINNIA** 'State Fair'—still the best large dahlia-flowered type in our trials when it came to disease-resistance and yields. Grows 30"-46" tall and good producer of usable stems. 'Canary Bird'—30"-40" bright golden yellow flowers produced in quantity. 'Dark Jewels'—30"-42" plants, large flowers with twisted 'fantasy'-type petals. 'Bright Pink' (Luminosa), 'Enchantress', 'Exquisite Pink', and 'Royal Giant Orange' all grew between 30" and 46" tall and had fair resistance to bacterial blight. Of the smaller flowers, the older 'Cut and Come Again' and 'Sunrise Rose', with plants 28"-40" tall, had the least disease problems and produced the most usable stems. The cultivars that ranked the lowest as far as season-long performance and disease resistance were 'California Giant', 'Crego Mix', 'Giant Double Mix', and 'Common Cactus Flowered'.

Dr. Charles H. Williams is Extension Specialist, Ornamentals, UNH Cooperative Extension, Nesmith Hall, University of New Hampshire, Durham, NH 03824; the phone number is 603-862-3207.



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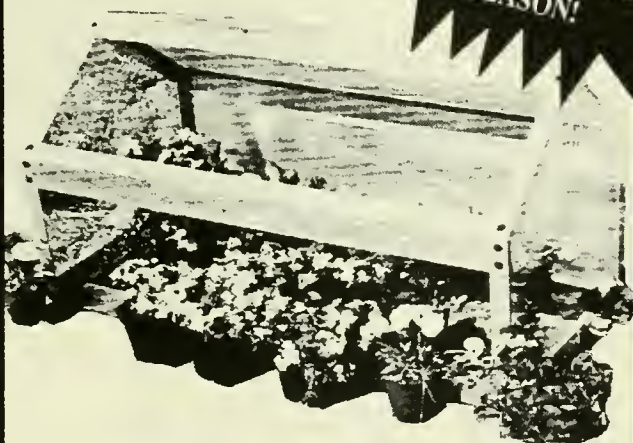
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## PIONEER POINTERS

### Getting Off to a Great Start

#### EDITOR'S NOTE

*Plant-growing is becoming more competitive. Financial sense is as important as growing skills. So, in this issue, we welcome a new column, "Pioneer Pointers," written by the staff at First Pioneer Farm Credit, Bedford, that will give financial advice geared toward small agricultural business owners. You'll also read in "From the Board" that the NHPGA has joined the New Hampshire Business and Industry Association and that Bob Rimol will be editing a column based on information from their newsletters. This will begin in the April/May issue. So we'll cover the broad picture as well.*

*Looking over the columns and departments and the people who write them—"The Green Spot" (Mike Cherim), "How about Herbs" (Tanya Jackson), "Griffin Guru" (Kim Miller), "Diagnostic Update" (Dr. Cheryl Smith), "Z-Notes" (Jim Zablocki)—we see many aspects of the regional scene viewed from knowledgeable perspectives. Readers may not always agree or find the information fitting exact needs of the moment, but hearing other viewpoints is healthy and gives a broader base on which to make your own business decisions. So we welcome the new energy and ideas and hope you find them useful.*

**T**he holidays are over, the last checks for 1995 have been cut and mailed, and you're a few weeks (hopefully) from being full tilt into the 1996 production season! It's time to sharpen the pencil, learn from experience, and plan for greater success in the coming year. Here's a short—but important—checklist.

1. Take an accurate inventory of your business as soon as you close out the old year in order to compile an accurate financial statement. This should include calculating the fair market value of inventories, supplies, machinery & equipment, structures and other assets, as well as listing the year-end balance for bank accounts, loans, open accounts, and any accounts owed to you.

2. Spend some quality time with others involved in managing your business—whether it's your spouse, the next generation, or hired management. Review what you did well in 1995 and what you need to work on to do better in 1996. It's called stra-

tegic planning! Write up a few key areas for improvement in 1996, being sure to make them as specific as possible with due dates and who will take the lead. Example: "John will develop specific recommendations for how to reduce shrink no later than February 15 with full implementation by March first."

3. Develop a financial budget for 1996. Those who follow a road map have greater likelihood of reaching their planned destination than those who just start driving "cross lots." A useful budget can range from pretty simple to very detailed—it depends on your situation.

Your records & tax specialist or loan officer can give you a few pointers for getting started!

*For those who might wish to do a more formal job of budgeting or strategic planning, one of First Pioneer's business consultants can work with you on a fee basis. The Bedford office of First Pioneer Farm Credit is at 2 Constitution Drive; the phone number there is 1-800-825-3252.*

#### FROM THE BOARD

### NHPGA Joins BIA.

Bob Rimol

**R**ecently the NHPGA joined the New Hampshire Business and Industry Association (BIA). The BIA's mission is to address the problems facing New Hampshire's business community and to develop and present constructive solutions that reflect balanced business interests. Ultimately, BIA's mission is to foster New Hampshire's economy to in turn create more jobs and higher income in the Granite State.

Many smaller organizations such as ours belong to the BIA in order to pool resources and benefit from

BIA's strengths in the area of public policy. Each day, policies which directly affect New Hampshire businesses are formulated and legislated in an attempt to serve the best interests of the public. BIA serves as a voice for their members that insures that the best interests of the business community are protected.

Because of the limited resources available to the NHPGA, membership in the BIA will be a great tool to use to become more involved politically. By the year 2000, horti-

culture will overtake the dairy industry and become the leading agricultural industry in New Hampshire. It's time to get involved in public policy and stress the importance of our industry and it's impact on New Hampshire's economy.

*(In subsequent issues of The Plantsman, I'll give a summary of some of the issues (human resource management, environment, fiscal health, insurance, etc.) that could affect our industry. Feel free to write me (Rimol Associates, 17 Wyndmere Drive, Londonderry, NH 03053) or call (603-425-6563) with your concerns.)*





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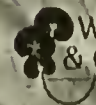


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## T W I L I G H T   M E E T I N G

### THE FIRST NHPGA TWILIGHT MEETING OF 1996

*Tuesday, April 30, at 4 PM,  
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114 Island Pond Road, Derry, New Hampshire*

**T**he first New Hampshire Plant Growers' Association Twilight Meeting of the new year will be held April 30 at Chakarian Farm Greenhouses in Derry. Fairly new—the wholesale/retail greenhouse operation has been there only four years—and maybe less well-known than others of comparative size, Chakarian has been expanding rapidly. By April, there will be nine houses—three single, two three-bay gutter-connected—and a major commitment to trough irrigation benching. Other highlights include a Bouldin-Lawson potting machine, Benchmaster display systems, and a unique drip-irrigation system for field mums.

There will be a tour and refreshments (which will include, among other exotics, shish kebab prepared using Bill's own special recipe).

It's a chance to see friends and fellow growers as well as to visit a new and expanding operation that's incorporating some of best of recent technology.

The meeting begins at four; for details, contact either Ken Gosselin or Bill Chakarian at 603-432-9103.

(Directions: Take Exit 4 from I-93; take 102 toward Derry; then a right on Route 28; at crossroads, go straight (between a flea market on your left, Clam Haven on your right); after 2 1/4 miles, Chakarian Farm is on your left.)

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